

ETV PROGRAM OUTREACH & MARKETING

John D. Mc Kenna

ETS Inc.

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ETS, Inc.

THE KEY QUESTIONS

THE VENDOR PERSPECTIVE

Why should I participate ?

What are the benefits ?

How much will it cost?

Is there a near term payback?

What if my product performs poorly?

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VENDOR QUESTIONS

What are my competitors doing?
Will my product be left behind?
Will ETV provide a competitive advantage?
Will it facilitate early market entry?
Will Verification save marketing cost?
Which products should be submitted?

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KEY QUESTIONS

ETV PROGRAM PERSPECTIVE

- Have we answers to the vendor questions?
- Are there some we cannot answer?
- How can we obtain better answers?
- Have we conveyed those we have?
- How meaningful are the results?

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ETV QUESTIONS

REGARDING VENDOR QUESTIONS

Are the ETV web sites effective?

Do the Fact Sheets provide answers?

Are publications/presentations effective?

Is there need for a change?

If so what needs to be done?

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CURRENT FEEDBACK

State DEQ “A” informal comments:

1 Not aware of ETV facilitating permit

2 Willing to research issue further

3 All media offices supportive of ETV

4 Have requested “success stories”

5 ETV Workshop of interest

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CURRENT FEEDBACK

State DEQ “B” informal comments:

- 1 Sees value of the ETV program
- 2 Likes report availability on the web
- 3 Wants quality assured info @ fingertips
- 4 Sees ETV report plus DEQ experience provides basis for performance judgment

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CURRENT FEEDBACK

Vendor “A” comments:

- Will participate if it will win us contracts
- If we have a new product
- Nobody wants to be left behind
- Tests must discriminate products

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CURRENT FEEDBACK

Vendor “B” comments:

- Customers don’t understand ETV
- It is not seen as independent testing
- Think vendor influence results
- Need to show vendors payback
- Believe ETV needed as standards tighten

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OUTREACH PROGRAM

PROPOSED CHANGE OF EMPHASIS

- Technical Quality is a given.
- Without the vendors there is no ETV.
- Success stories strengthen the case.
- These stories are not available.
- An effective outreach program is needed.

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PROGRAM NEEDED

Outreach & Marketing Task List

- 1- Status Assessment
- 2- Success Story I.D. & Promotion
- 3- Trade Association I.D. & Communication
- 4- Coordination with EPA's activity
- 5- Tools for Integrated Marketing Plan

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PROGRAM

STATUS ASSESSMENT

- Stakeholders-feedback questionnaire
- Vendors- participant telephone feedback
- State DEQs- workshops
- User- buyers questionnaire

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PROGRAM

Success Story I.D. & Promotion

- 1- Identify vendor and DEQ success stories
- 2- Follow up and confirm
- 3- Develop communication plan
- 4- Communicate and promote

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PROGRAM

Trade Association I.D. & Communication

- 1- I.D. industry with need for ETV
- 2- Contact & offer workshop/presentations
- 3- Execute workshops and presentations

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PROGRAM

Coordination with EPA

- 1-Discuss with EPA the DEQ workshops
- 2- Review current ETV promotion
- 3- Develop integrated marketing plan

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PROGRAM

Select & develop format & content for:

- 1- Direct Mail
- 2- Press Releases
- 3-Trade Journal Articles
- 4- Space Ads
- 5- Trade Show Booths
- 6- Web Page & Fact Sheet Revisions

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PROGRAM

THANKS FOR LISTENING
NOW IT IS YOUR TURN

QUESTIONS
COMMENTS
SUGGESTIONS
SUCCESS STORIES

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